

AGENDA ITEM: Public Awareness**GENERAL OVERALL PROGRAM UPDATES:****BACKGROUND:**

During the August 2001 committee meeting, the Public Awareness Committee decided that the best way to proceed with a discussion of public awareness was to develop a three-year plan. To be included in such a plan were the following considerations:

- Role of the board in supporting the Library of California program with public awareness to targeted audiences;
- Direction for a public awareness effort by the Board, including how such an effort would integrate with the work of other committees;
- Identification of targeted groups and the outcomes for targeting these groups with promotional materials or activities;
- Potential media and promotional materials that might be developed and/or used to further public awareness to targeted groups; and
- Possible promotions that the committee could recommend to the Board for consideration and/or support.

With such a plan drafted, the committee intends to further refine it and bring it to the full Board for their consideration. The plan would not only specify activities and direction for public awareness programs, but also specify where the leadership would come to guide them. Such leadership could potential reside with any of the Board's standing committees, or the Board as a whole, or the committee could recommend to the Board President the establishment of a standing public awareness committee to provide leadership and direction.

At the Public Awareness Committee meeting in November 2001, the Committee discussed public awareness activity to date. In addition, the majority of the Committee felt that there was a continuing need to develop a long-range plan for public awareness. From such a plan, the Board could then decide on the best ways to implement its objectives, including what Board committee would take the lead in any endeavor. Several committee members recommended that discussion of the Public Awareness Committee becoming a standing committee of the Board be deferred pending completion of the plan.

Included with this document is the first draft of a long range plan for public awareness to be discussed and possibly considered at the committee meeting. This framework identifies audiences, looks at action plans for addressing each audience's needs, and then develops a list of future activities.

RELATED ISSUE TO COME BEFORE THE BOARD IN THE FUTURE:

Consideration of a public awareness plan.

Relevant Committee: Ad Hoc Public Awareness

Staff Liaison: Diana Paque

